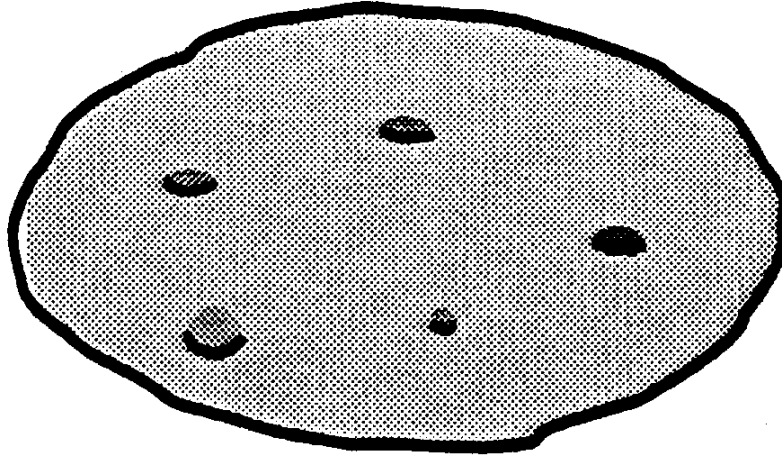


THE FAMOUS IDAHO POTATO



The Famous Idaho Potato

Idaho grows more potatoes than any other state, almost 1/3 of the U.S. market. The dollar value of state potato production exceeds **\$500 billion** each year.

Meet the Russet Burbank

The special potato that Idaho is famous for is the Russet Burbank. It was developed by the great plant experimenter, Luthur Burbank. It took great effort and great patience. When he developed the seedlings in the early 1870's, he asked \$500 for the variety but only received \$150. Burbank took the money and moved out West where he continued his experiments. The Burbank eventually mutated to a Russet Burbank. It is now the principal product of the Idaho potato industry.

Buying Tips

Look for these signs when buying quality Idaho potatoes:

- Oval Shape
- Net-Textured Skin
- Shallow Eyes
- Few Eyes
- Russet Brown Color

Nutrition Information

110 calories in a 5.3 oz medium potato

2.7 grams of dietary fiber

750 grams of potassium

23 grams of complex carbohydrates and Vitamin C
virtually fat free

Yum! Yum!